

Message Text

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R 171500Z SEP 76
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AMCONSUL GUAYAQUIL

UNCLAS QUITO 6695

E.O. 11652: N/A
TAGS: BEXP, EC
SUBJECT: REVISIONS TO FY 1977 EVENT SCHEDULE

REF: STATE 188559 AND 218462

1. QUITO HAS NO PROBLEM REGARDING THE AVAILABILITY OF MARKET RESEARCH IN SUFFICIENT ADVANCE TIME TO SUPPORT THE PROMOTIONAL EVENTS NOW SCHEDULED FOR FY 1977. APPROPRIATE UPDATING OF THE A.D. LITTLE STUDIES OR NEW POST-GENERATED RESEARCH CAN EASILY BE INCORPORATED INTO THE FY 1977 MAU WORK PROGRAM (NOW IN PREPARATION).

2. IN VIEW OF CHANGES IN THE ECONOMIC ENVIRONMENT HERE OVER THE LAST FEW MONTHS, HOWEVER, WE ARE HAVING SECOND THOUGHTS ABOUT THE WISDOM OF TWO OF THE EVENTS NOW SCHEDULED, THE CONSUMER GOODS CATALOG SHOW AND THE PETROCHEMICAL INDUSTRY TRADE MISSION.

3. IT WAS ORIGINALLY THOUGHT THAT ECUADOR'S IMPORT RESTRICTIONS(IMPOSED SEPTEMBER 1975) WHICH FALL HEAVILY ON THE IMPORTATION ON CONSUMER GOODS, WOULD BE LIFTED WELL ENOUGH IN ADVANCE NOT TO POSE ANY PROBLEM FOR A MAY 1977 CONSUMER GOODS PROMOTION. WE ARE NOW MUCH LESS SURE OF THAT. SHOULD THE RESTRICTIONS BE LIFTED BY MAY, THE CATALOG SHOW WOULD OF COURSE STAND TO BE HIGHLY SUCCESSFUL. BUT IF THESE RESTRICTIONS ARE STILL IN FORCE IN MAY, AS WE INCLINE TO THINK THEY WILL BE,
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A CONSUMER GOODS PROMOTION WOULD NOT MAKE SENSE. WHAT

WE PROPOSE TO DO IS WAIT THIRTY DAYS, TO GET A BETTER READING OF GOE INTENTIONS VIS-A-VIS THE IMPORT BAN, BEFORE RECOMMENDING EITHER STAYING WITH OR CANCELLING THE CATALOG SHOW.

4. REGARDING THE PETROCHEMICAL TRADE MISSION, NEXT TO NO PROGRESS HAS BEEN MADE OVER THE LAST SEVERAL MONTHS IN IMPLEMENTING GOE PLANS TO CONSTRUCT A PETROCHEMICAL COMPLEX. THE SINE QUAN NON OF PETROCHEMICAL DEVELOPMENT IN ECUADOR IS THE INSTALLATION OF A FACILITY TO TAP THE NATURAL GAS RESERVES IN THE GULF OF GUAYAQUIL; PROGRESS ON THIS PROJECT HAS BOGGED DOWN FOR A VARIETY OF REASONS. WE NOW ESTIMATE THAT ACTUAL CONSTRUCTION OF A PETRO-CHEMICAL PLANT WILL NOT BEGIN BEFORE 1979.

5. AAS A SUBSTITUTE FOR THE PETROCHEMICAL INDUSTRY TRADE MISSION WE RECOMMEND A VISIT TO QUITO OF THE SEPTEMBER 1977 AUTOMOTIVE REPAIR AND SERVICE TRADE MISSION. DUE TO THE EXTENDED IMPORT BAN ON AUTOMOBILES, THE AVERAGE AGE OF VEHICLES IN ECUADOR IS INCREASING RATHER RAPIDLY. WE BELIEVE THAT A GROWING MARKET EXISTS HERE FOR THIS TYPE OF EQUIPMENT, AND THAT A STOP HERE WOULD BE WELL WORTH THE WHILE OF MISSION MEMBERS. WE COULD VERIFY TRADE PROSPECTS IN SUFFICIENT ADVANCE TIME BY DOING MARKET RESERACH ON AUTOMOTIVE REPAIR AND SERVICING EQUIPMENT AS PART OF THE MAU WORK PROGRAM. BLOOMFIELD

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